

**CLAIMS:**

1. A collapsible display structure comprising:

- a back panel having a front surface, a back surface, and two opposed lateral edges;
- a first wing panel and a second wing panel each having:
  - a) an interior surface including guides for receiving at least a portion of a shelf module;
  - b) an exterior surface;
  - c) a peripheral edge;
- said first wing panel and said second wing panel being hingedly connected to said back panel such that said first wing panel and said second wing panel are movable between an expanded position and a collapsible position wherein in the expanded position the interior surface of said first wing panel and the interior surface of said second wing panel face each other and are positioned to receive therebetween a shelf module for engagement with the guides on the interior surfaces of said first wing panel and said second wing panel.

2. A collapsible structure as defined in claim 1, wherein at least a portion of the peripheral edge of said first wing panel is hingedly connected to one of the two opposed lateral edges of said back panel and at least a portion of the peripheral edge of said second wing panel is hingedly connected to the other one of the two opposed lateral edges of said back panel.

3. A collapsible structure as defined in claim 1, wherein  
in said collapsed position the interior surface of  
said first wing panel and the interior surface of said  
second wing panel are opposed to the front surface of  
5 said back panel.
4. A collapsible structure as defined in claim 1, wherein  
in said collapsed position the exterior surface of  
said first wing panel is opposed to the back surface  
10 of said back panel.
5. A collapsible display structure as defined in claim 1,  
wherein said back panel, said first wing panel, said  
second wing panel and said guides are made of a  
15 material including plastics.
6. A collapsible display structure as defined in claim 5,  
wherein said first side panel and said second side  
panel are hingedly connected to said back panel by  
20 flexible strips.
7. A collapsible display structure as defined in claim 6,  
wherein said flexible strips are made of a material  
including plastics, said flexible strips being  
25 thermally adhered between said first wing panel and  
said back panel, and between said second wing panel  
and said back panel.
8. A collapsible display structure as defined in claim 5,  
30 wherein said guides include a series of spaced apart  
T-shaped protrusions.

9. A collapsible display structure as defined in claim 8, wherein said T-shaped protrusions are uniformly spaced along the interior surface of said first wing panel and said second wing panel.

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10. A collapsible display structure as defined in claim 5, wherein said guides include a series of spaced apart L-shaped protrusions.

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11. A collapsible display structure as defined in claim 8, wherein two T-shaped protrusions form a groove adapted to slidably receive a shelf unit.

12. A collapsible display structure as defined in claim 5, wherein the exterior surface of said first wing panel is adapted to receive a graphic presentation element.

13. A collapsible display structure as defined in claim 5, wherein said collapsible display structure includes a base portion.

14. A collapsible display structure as defined in claim 13, wherein said back panel, said first wing panel and said second wing panel are removably attachable to said base portion.

15. A collapsible display structure as defined in claim 12, wherein said back panel is adapted to be mounted to a supporting structure.

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16. A shelf module suitable for use with a collapsible display structure including guides for engaging the shelf module, said shelf module comprising:

- 5       - a frame having a front portion, a back portion and two opposed side portions;
- 10       - a merchandise-receiving portion suitable for holding an item of merchandise to be displayed, said merchandise-receiving portion being positioned between said front portion and said back portion and between said two opposed side portions;
- 15       - guide-engaging elements positioned along said two opposed side portions for engaging the guides of the display stand;
- 20       - a locking device comprising an elongated strip having two terminal ends with a first blocking element positioned on one of said two terminal ends and a second blocking element positioned on the other one of said two terminal ends, said locking device being movable between a locked position and an unlocked position, wherein:
  - 25           a) in the locked position said two blocking elements are located outwardly;
  - b) in the unlocked position said two blocking elements are located inwardly of said guide-engaging elements.

17. A shelf module as defined in claim 16, wherein said shelf module is made of a material including plastics.

18. A shelf module as defined in claim 17, wherein said locking device is biased towards the locked position.

19. A shelf module as defined in claim 18, wherein said merchandise-receiving portion includes a platform positioned between said front portion and said back portion and between said two opposed lateral side portions.
20. A shelf module as defined in claim 18, wherein said merchandise-receiving portion includes at least one hook coupled to said back portion and positioned between said front portion and said back portion and between said two opposed lateral side portions.
21. A shelf module as defined in claim 18, wherein said elongated strip is positioned along said back portion and along a longitudinal axis that extends between said two terminal ends.
22. A shelf module as defined in claim 21, wherein said elongated strip includes a resilient flexible strip of material including plastics.
23. A shelf module as defined in claim 21, wherein said elongated strip includes at least two elongated slots positioned along said longitudinal axis.
24. A shelf module as defined in claim 17, wherein said guide-engaging elements are T-shaped protrusions.
25. A shelf module as defined in claim 17, wherein said guide-engaging elements are L-shaped protrusions.

26. A shelf module suitable for use with a collapsible display structure including guides for engaging the shelf module, said shelf module comprising:

- a frame having a front portion, a back portion and two opposed side portions;
- at least one universal connector for receiving a merchandise-receiving portion for holding merchandise to be displayed;
- guide-engaging elements positioned along said two opposed side portions for engaging the guides of the display stand;
- a locking device comprising an elongated strip having two terminal ends with a first blocking element positioned on one of said two terminal ends and a second blocking element positioned on the other one of said two terminal ends, said locking device being movable between a locked position and an unlocked position, wherein:
  - a) in the locked position said two blocking elements are located outwardly at least as far as said guide-engaging elements;
  - b) in the unlocked position said two blocking elements are located inwardly of said guide-engaging elements.

27. A shelf module as defined in claim 26, wherein said shelf module is made of a material including plastics.

28. A shelf module as defined in claim 27, wherein said locking device is biased towards the locked position.

29. A shelf module as defined in claim 28, wherein said universal connector is a clamp.

30. A shelf module as defined in claim 28, wherein said elongated strip is positioned along said back portion and along a longitudinal axis that extends between said two terminal ends.

31. A shelf module as defined in claim 30, wherein said elongated strip includes a resilient flexible strip of materials including plastics.

32. A shelf module as defined in claim 30, wherein said elongated strip includes at least two elongated slots positioned along said longitudinal axis.

33. A shelf module as defined in claim 27, wherein said guide-engaging elements are T-shaped protrusions.

34. A shelf module as defined in claim 27, wherein said guide-engaging elements are L-shaped protrusions.

35. In combination:

- a collapsible display structure comprising:

- a) a back panel having a front surface, a back surface, and two opposed lateral edges;

- b) a first wing panel and a second wing panel each having:

- i) an interior surface including guides for receiving at least a portion of a shelf module;

- ii) an exterior surface;

- iii) a peripheral edge;

- c) said first wing panel and said second wing panel being hingedly connected to said back

panel such that said first wing panel and said second wing panel are movable between an expanded position and a collapsible position wherein in the expanded position the interior surface of said first wing panel and the interior surface of said second wing panel face each other and are positioned to receive therebetween a shelf module;

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- a shelf module comprising:

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a) a frame having a front portion, a back portion and two opposed side portions;

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b) a merchandise-receiving portion suitable for holding an item of merchandise to be displayed, said merchandise-receiving portion being positioned between said front portion and said back portion and between said two opposed side portions;

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c) guide-engaging elements positioned along said two opposed side portion for slidably engaging said guides on said display structure;

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d) a locking device positioned along said back portion, said locking device being movable between a locked position and an unlocked position, wherein;

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- i) in the locked position said locking device prevents said shelf module from being inserted or removed from the display structure;
- ii) in the unlocked position said locking device allowing said shelf module to be inserted or removed from said display structure.



36. A combination as disclosed in claim 35, wherein said locking device includes an elongated flexible strip having two terminal ends, said flexible strip being positioned along said back portion and along a longitudinal axis extending between said two terminal ends.

37. A combination as disclosed in claim 36, wherein said elongated strip includes a resilient flexible strip of materials including plastics.

38. A combination as disclosed in claim 37, wherein said elongated strip includes at least two elongated slots positioned along said longitudinal axis.

39. A combination as disclosed in claim 38, wherein pegs fixedly connected to said back portion of said shelf module extend through said elongated slots of said locking device for connecting said locking device to said shelf module.

40. A combination as disclosed in claim 39, wherein said elongated strip includes two blocking elements positioned one at each of said terminal ends for engaging with a portion of said guides of said display structure when said locking device is in the locked position.

41. A shelf module suitable for use with a collapsible display structure including guides for engaging the shelf module, said shelf module comprising:

- a frame having a front portion, a back portion and two opposed side portions;

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- merchandise-receiving means for holding an item of merchandise to be displayed;
- guide-engaging means positioned along said two opposed side portions for engaging the guides of the display stand;
- locking means comprising an elongated strip having two terminal ends with blocking means positioned on the other one of said two terminal ends, said locking means being movable between a locked position and an unlocked position, wherein:
  - a) in the locked position said locking means prevents said guide-engaging means from being slidably inserted or removed from the display structure;
  - b) in the unlocked position said locking means allowing said guide-engaging means to be slidably inserted or removed from the collapsible display structure.